

Denise Lee Yohn Speaker Endorsements

"Not only inspiring but highly actionable" -- **Stephanie Gallo, VP Marketing, E&J Gallo**

"Best speaker of the day...a fresh perspective." -- **Mike Fox Director, Global Vertical Marketing, Facebook**

"World class. Even over Zoom you could see Denise's expertise and feel her passion for the work of building great brands." -- **Cammie Dunaway, CMO, Duolingo**

"Wow – you were amazing!! Such a practical and powerful message and presentation." – **Verne Harnish, CEO, Gazelles**

"Denise really took the time to understand our organization and our challenges. Her presentation was insightful and included many actionable tips for our teams." – **Eugenio Caballero, CEO, Sigma Alimentos Mexico**

"Denise was a fantastic opening keynote speaker for the Transformational CMO Assembly this past June. This Assembly is one of our most prestigious events of the year and we are always in need of an innovative speaker to start things off on the right foot. Denise's presentation skills, warm personality, and industry knowledge were all well received and I hope to continue working with her for more of our programs in the future as numerous clients of ours took a lot away from getting to know her and listening to her speak." -- **Alex Sobol, Co-Founder & Managing Partner, The Millennium Alliance LLC.**

"You were our highest rated speaker as people loved the handouts, the stories and the passion with which you spoke." -- **Jay Walter, EO, Australia**

"We wanted someone who could stretch our thinking. The attendees were blown away by her presentation. We were very pleased with the depth of her experience and her ability to easily communicate that to a broad audience base." -- **Sabrina Brown Conference Producer, Canadian Tourism Commission Board of Advisors Annual Retreat**

"Comments of you being *the best speaker ever* were common today. Thank you for opening our eyes!" -- **Joe Dominiak, Managing Partner, Executive VP, Skyline Chili Franchise Convention**

"Denise delivered an outstanding presentation to the 1000 participants to the STIMA Congress in Brussels. She translated her vision on what great brands do into ready-to-use tools and made her methodology very actionable. Her clarity, her enthusiasm and her passion made everyone feel like making her or his brand great." -- **Jean Cornet, Senior Director Deloitte / President, STIMA Congress**

"Our goal for conferences and events is to 'engage, enlighten and entertain,' and boy, did Denise deliver on all three! She arduously prepared for our group's event, conducting numerous interviews with people from across our enterprise so that she knew us, understood our challenges



and how her methodologies could be put to best effect. Our audience of independent distribution business owners and executives from large manufacturing companies loved her message, and took home immediately actionable insight for their businesses ... they loved Denise!" -- **Chris Rowe, Director of Marketing Services, Strategic Market Alliance**

"We recently had Denise speak for a series of three events. She was nothing short of amazing in front of a very passionate and outspoken audience. She did a fabulous job and really was able to relate it to the attendees and their industry. Our client sincerely appreciated her being well versed in the industry she was speaking to. Because of this she got some hard questions and didn't shy away from them. She was an absolute pleasure to work with and we really enjoyed getting to know her. She was fabulous!" -- **Emily McNulty, Owner, Moxi Events**



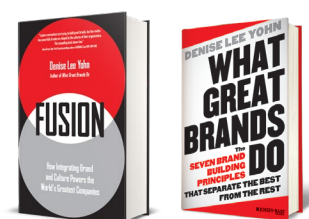
"Denise Lee Yohn spoke at our virtual event, and she ranks among the very best speakers I've encountered. It was well structured, informative, and her delivery was perfection. It can sometimes be difficult to engage audiences in a virtual format, but Denise did a stellar job. Denise Lee Yohn is an electrifying public speaker. Her passion for the subject matter is infectious. Denise has deep professional expertise, and it shows. She draws on her career as a marketer, strategist, brand expert, influential author, and renowned

keynote speaker. Denise's presentation at our community of SEVEN events for C-level executives had one of our highest NPS scores - we had over 240 registrants for the event. I believe that had to do with Denise's draw and popularity." -- **Lan Phan, CEO, Founder of community of SEVEN, Former Head of Community at Fortune Magazine**

"Denise's presentation was both thought provoking and focused as we explored the elements of what constitutes great brands. Denise adapted her content to the focus and interests of our conference participants, and helped us explore ways to apply her branding concepts to the kinds of organizations that were present. I highly recommend her to anyone who wants to better understand the value of great brands and how they can be cultivated in any organizational setting." -- **Curt Swindoll, EVP Strategy, Pursuant**

"Denise's presentation was thought-provoking, powerful, and challenged our sales team to think and understand the secrets behind great brands. She energized our team and was a great kick-off to our sales summit. She took the time to get to know our business and went the extra mile to bring our conference theme to life and apply it to her message. We look forward to utilizing her insights to set us up for greater success as we align with leading brands in our sales efforts." -- **Bernadette Van Osdal, SVP Triad Retail Media and eBay Advertising**

"Denise was the highlight of our Customer Engagement Transformation Exchange virtual event. Delivering both a highly relevant and tailored keynote on the fusion of employee experience and customer experience, and a fantastic interview with one of our big brand financial services customers, Denise knocked it out of the park. She was highly responsive, a pleasure to work with,



and adapted seamlessly to the virtual format. I would definitely recommend Denise and hope to work with her again in the future." -- **Scott Kendrick, Vice President Strategy, CallMiner**



"You were truly a hit and with top travel companies...and our offices and staff really took it to heart and truly enjoyed your presentations and workshops." -- **Jenny Adams, CEO, Discover the World**

"Denise's keynote took our customer summit to new heights. She did her research, hit all of the points we'd discussed, and used provocative insights and examples. Her talk was inspiring and informative – worth every penny!" -- **Ken Romley President and CEO, Ziff**

Solutions

"Denise did an amazing job at sharing with our Leadership Team her thoughtful, effective and simple approach on how best to connect Employee and Customer Experiences for companies to sustain growth over time. Her authentic communication style and connection with the audience was immediate and she captivated their attention for the entire duration of her presentation. We consider her as one of the best experts in this domain." -- **Geneviève Fortier, SVP Human Resources and Public Affairs, McKesson Canada**

"Denise's incredible pre-work, on behalf of her audience, enabled her to hook the attendees from the start of the session and keep us focused with rapt attention throughout. Denise not only prepared, seemingly exhaustively, and presented flawlessly, she also prepared and provided the team with a summary which she debriefed with us on a conference call. The incredible pre-work and exceptional presentation were followed by an insightful and action oriented post-presentation. Denise Lee Yohn is a great brand!" -- **Jeff Lindeman, Senior Director, Talent & Engagement, San Diego International Airport**

"Wonderful presentation and a great success! Our members were greatly impressed with the quality of your content. Denise shared a perspective we usually don't hear but desperately need to." -- **Shane York, Vice President of Events, Human Capital Institute**

"We were privileged to have Denise serve as a panel member for our Brand Strategy breakouts. Her experience and insights were amazing and helped to make the conference a huge success. She is brilliant and entertaining – able to point out a unique twist or opportunity on what might otherwise be a very clinical case analysis." -- **Mark G. Anderson Conference Producer, Business Growth Conference, coordinated jointly by the Harvard Business School Alumni Association and Marshall School of Business Alumni Association**

"You definitely made an impact...your talk provided us with a framework as to how to operationalize [our] brand to achieve our Billion Dollar vision." -- **Stephanie Gallo, VP Marketing, E&J Gallo**



"Many thanks to you for your contribution to Dine America, I thought your talk was informative, interesting, and entertaining. I received a lot of compliments, and hope you did too!" -- **Sam Oches, Editor, QSR Magazine**

"Our attendees, who are owners of fast casual restaurants, learned a lot about social marketing from Denise. She's a dynamic and engaging speaker and really tailored her presentations to our audience. Attendees left fired up!" -- **Cherryh Butler Conference Producer, Fast Casual Executive Summit**

"Denise outlined a detailed roadmap for retailers for building their brands. In today's intensively competitive retailing environment, the various concepts such as the brand platform and tools such as the brand touchpoint wheel that Denise covered in her presentation represent timely and important to retailers, big and small." -- **Rajan Varadarajan Distinguished Professor of Marketing and Ford Chair in Marketing & E-Commerce, Mays Business School at Texas A&M University, The Retailing Summit**

"Denise is awesome onstage – a real dynamic presence. She brought insightful comments and a lot of energy to the session." -- **Anam Alpenia Conference Producer, Red Herring North America**

"Your presentation was superb and provided a great depth of valuable insights. Your charismatic and knowledgeable way of providing information made the session that much more enjoyable." -- **Christina de Vaca, Director, Master of Science in Executive Leadership, University of San Diego**

"Denise Yohn gave a stimulating talk to my Brand Management class at UCSD's Rady School of Management. Students had great feedback about her practical techniques for clarifying brand essence and enjoyed learning that successful brands usually operate in transcendent emotional space. We hope to welcome her back again soon!" -- **Tina Klein, Rady School of Management, University of California, San Diego**



"Denise's presentation to the SDDMA was very engaging and informative as demonstrated by the robust Q&A from meeting participants, as well as the strong evaluation scores." -- **Roz Mancinelli, President, SDDMA**

"Your presentation was engaging, insightful and added great value to our event." -- **Edmond Walters, Founder and CEO, eMoney Advisor**

"Denise is a natural giver in her talks - she shares rich content generously, with humor and heart. I highly recommend her as a speaker who provides tremendous value with class and impeccable professionalism!" -- **Angela Jia Kim, Founder and CEO, Savor the Success**



"Denise set us up perfectly for a new mindset at Pechanga around brand." -- **Tony Chartrand, Vice President HR/Talent Management, Pechanga Resort & Casino**

"I sincerely enjoyed Denise's presentation on what great brands do. Her discussion was insightful, organized, actionable, and very well delivered. Thank you Denise!" -- **Karen Pomazal, Senior Vice President, Marketing, First American Equipment Finance**

"A great keynote to close our event -- It was a huge hit." -- **Stephanie Glassford, CMP, Event Manager, RE/MAX INTEGRA OA**

"Denise captured the attention of the audience with her empathy, deep knowledge of the subject and intense communication." -- **Roberto Meir, CEO, Grupo Padrao**

"Denise was great! Denise customized her presentation to address our specific issue, went the extra mile, brought our conference theme to life, and drew in the audience. I highly recommend Denise!" -- **Natalie Deiru, Education & Programs, ICCFA**

"What you said was so practical, so implementable - not blue sky, rather a blue print on what to do." -- **Mike Todaro, Managing Director, AAPNetwork**

"Thank you for your timely message to the Human Good family. You really are helping us get to the next level as a corporation and I'm excited for that and deeply appreciative." -- **John Cochrane, President and CEO, Human Good**



"What a fantastic presentation! I appreciate all the work you put into your keynote. It was an amazing fit with our strategy and such a timely message." -- **Michelle Suzuki, CMO, Rizepoint**

"Denise was diligent in seeking to understand our company and the competitive environment in which we operate. Her presentation was thought-provoking and engaging." -- **John Patrick Hilton, VP Marketing, Ascendis Pharma**

"Denise hit the ground running and never let up. She drew in the audience and was passionate

and inspiring. Our audience left with some really tangible and easy to implement ideas to help their brand present a cohesive message." -- **Mara Ferguson, Keynote Liaison, ZingTrain/Zingerman's**

"You were the highlight of the day! All the feedback that I've heard can be summed up in one word: PERFECT! Right message, right time and very well delivered." -- **Dawn Murray, Director, Export Development Canada**

"Thank you so much for spending time with us, sharing your knowledge, insights and stories with such authentic passion and enthusiasm. You took the time to make connections back to our Coaches day-to-day realities, and everyone is still talking about how valuable (and fun!) it was." -- **Ruth Cornejo, Consumer Experience Movement, Ford Motor Company**



Your level of expertise and attention to our brand and our conference attendees was exactly what we needed. If every speaker could be like you, my job as a planner would be so easy. On behalf of the Goodwill network, I want to thank you so much for coming to Augusta to be with us in person and giving us a roadmap for breaking the code on brand leadership. -- **Sekeno Aldred, Director of Learning & Programs, Goodwill Industries International**

Thank you for sharing your incredible knowledge and expertise with Goodwill leaders. A number of CEOs proclaimed it was their favorite session of the conference. I'm deeply appreciative you took time to understand the Goodwill business model as it undoubtedly played a role in how much your talk resonated with CEOs. Thank you for helping to set us up for a stellar year of brand leadership. – **Onney Crawley, Chief Marketing Officer, Goodwill Industries International**

Your ability to connect brand thinking to everyday leadership made a real impact. We're grateful for your presence, your clarity, and the perspective you brought to the Summit. – **Mark Flynn, Conference Director, Campbell Trophy Summit**

